

Prevention Means Business: Building Healthy Communities and a Strong Economy

Wednesday, November 13, 2013

11:30 AM to 1:00 PM Pacific

2:30 PM to 4:00 PM Eastern

Welcome and thank you for joining our Web Forum!

Technical difficulties? Call **1-866-229-3239**

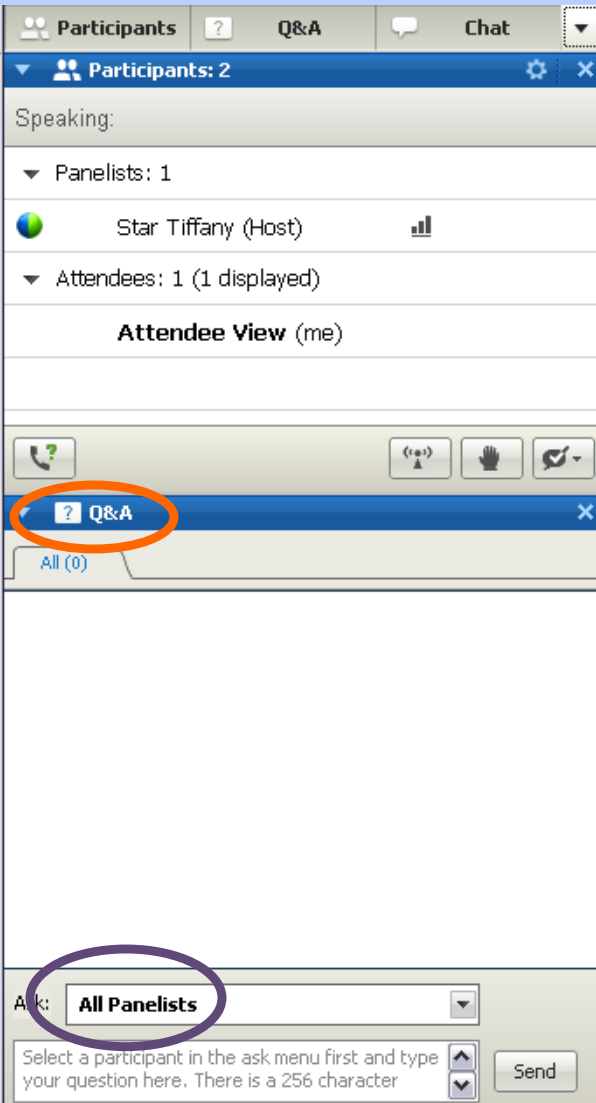
Please complete the Post-Web Forum online evaluation. **We need your feedback!**

Recording and **Slides** will be available at www.Dialogue4Health.org

Q&A Feature

Please submit questions via the
Q&A Feature

Please send your questions to
All Panelists



The screenshot displays the Zoom meeting interface. At the top, there are tabs for 'Participants', 'Q&A', and 'Chat'. The 'Q&A' tab is highlighted with an orange circle. Below the tabs, the 'Participants' list shows 'Star Tiffany (Host)' and 'Attendees: 1 (1 displayed)'. The 'Attendee View' is selected. At the bottom, the 'Ask:' dropdown menu is set to 'All Panelists' and is highlighted with a purple circle. The 'Send' button is visible next to the question input field.

Polling Feature

Please

1. Choose your **answer**, then
2. Click **Submit**



Partic... Chat Q&A Polling

Participants: 2

Name	Tools
Star Tiffany (Host)	
Attendees: 1 (1 displayed)	

Attendee View

Request Mute

Q&A

All (0)

Ask: All Panelists

Select a participant in the ask menu first and type your question here. There is a 256 character limit. Send

Time elapsed: 0:20 Time limit: 1:30

Poll Questions:

1. I am attending this Web Forum:

- a. Individually
- b. In a group of 2-5
- c. In a group of 6-10
- d. In a group of more than 10 people

Submit

Your answer may be recorded. Submit

POLL #1

I am attending this Web Forum:

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Matthew Marsom

Vice President
Public Policy and Programs
Public Health Institute

As Vice President for Public Policy and Programs for the Public Health Institute (PHI), Matthew works to advance and support the work of the organization's domestic and global health programs, identifying opportunities to strengthen program impact and promote cross-program collaboration. Matthew is also responsible for designing and implementing strategy for monitoring and influencing public policy, legislation and regulations affecting PHI projects and public health policy relevant to PHI interests.

Website: www.phi.org

**Prevention Means Business:
Building Healthy Communities and a
Strong Economy**

Sponsors

- **National Business Coalition on Health**
- **American Public Health Association**
- **The Public Health Institute**



Agenda

- Why Good Health is Good for Business
- Learn about Employer Initiatives to Promote Community Wellness
- Discuss Strategies to Promote Prevention for Business and Communities
- Discussion and Audience Q&A

Introducing our presenters:



**Ann
Whidden**



**Shawn
McIntosh**



**Caryol
Hendricks**



**Stephanie
Carillo**



Ann Whidden, MPH

Director
Communications
Public Health Institute

Ann Whidden, Director of Communications at the Public Health Institute, oversees a team responsible for communications strategy, policy advocacy and engagement, messaging and framing, public relations and brand management for PHI's diverse portfolio of over 200 programs and projects. In her twenty years as a public health professional, she has provided communications leadership and consultation to progressive corporate, governmental and non-profit organizations, including federal legislative staff, the American Public Health Association, and the Centers for Disease Control and Prevention. She holds a master's degree in public health from San Francisco State University.

Website: www.phi.org



Shawn McIntosh

Project Manager
Community Transformation Grant
Center for Public Health Policy
American Public Health Association

Shawn McIntosh is the American Public Health Association's Project Manager, Community Transformation Grant (CTG) in the Center for Public Health Policy Unit. In this position, she is working to increase awareness and use of system and environmental change prevention strategies across various sectors that influence chronic disease risk behaviors. Ms. McIntosh has over eighteen years of experience in the non-profit community, with a focus on poverty issues and health disparities.

Website: www.apha.org/Center+for+Public+Health+Policy.htm



Caryol Hendricks

Executive Director

Employers' Health Coalition of Arkansas

Caryol Hendricks serves as the Executive Director of Employers' Health Coalition (EHC), EHC a non-profit organization of self-insured employers in the Hot Springs and Fort Smith market. Ms. Hendricks has served in that capacity since the foundation of the Coalition in 1994. Prior to that, she was the Executive Director of Buyers' Healthcare Co-Operative of Greater Fort Smith. Caryol has represented the Employers' Health Coalition as a speaker at many national conferences. She served on the Arkansas Governor's Roundtable on Healthcare. Caryol serves on the Board of Governor's for National Business Coalition on Health, serves as chairperson of the NBCH Direct Contracting Committee, and on the Arkansas Health Policy Board. Caryol is the voice of employers on many other committees and boards that work to improve the quality, while controlling the cost of healthcare in Arkansas and on the National level.

Website: <http://ehcark.org/>



Stephanie Carillo, MAS, RD

Retail, Worksite and Physical Activity
Integration Programs Manager
Network for a Healthy California

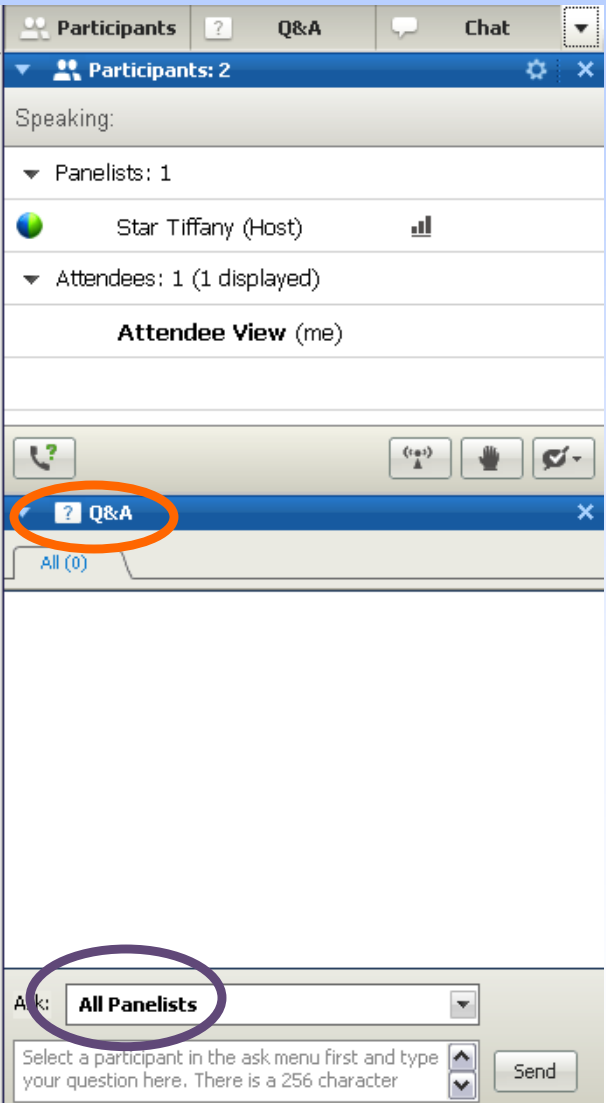
Stephanie Carillo, M.A.S., R.D. is the Manager of the *Worksite, Retail and Physical Activity Programs for the Network for a Healthy California*, a public health initiative led by the California Department of Public Health and administered by Public Health Institute. She is responsible for managing statewide efforts aimed at improving the nutrition and physical activity levels of low-resource families targeting low-income neighborhoods, particularly in the retail and worksite setting. Prior to joining the *Network for a Healthy California*, Stephanie served as WIC Director for a local health department providing county-wide nutrition and health services to pregnant women, new mothers, infants and children.

Website: www.cdph.ca.gov/programs/CPNS/Pages/default.aspx

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POLL #2

Are you familiar with workplace wellness programs that incorporate strategies to promote prevention and improved health in the community around the worksite?

- a. Very familiar
- b. Somewhat familiar
- c. Not familiar

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POLL #3

What do you feel would help businesses and employers to better integrate prevention in the community as part of a wellness initiative? (Check all that apply.)

- a. More internal resources
- b. Data showing a solid return on investment
- c. More understanding of best practices/best strategies in which to invest
- d. More examples of other businesses who are doing it
- e. More training and guidance

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POLL #4

Are you willing to take action to promote the benefit of prevention for business and communities? If yes, please tell how you might help. (Check all that apply.)

- a. Talk to other business leaders, the public health community and other decision makers
- b. Volunteer as a spokesperson with the press and local media
- c. Participate in forums in my community to highlight the importance of community prevention
- d. Join a state or national coalition
- e. Participate in a meeting with my legislator or their staff
- f. All of the above
- g. Other

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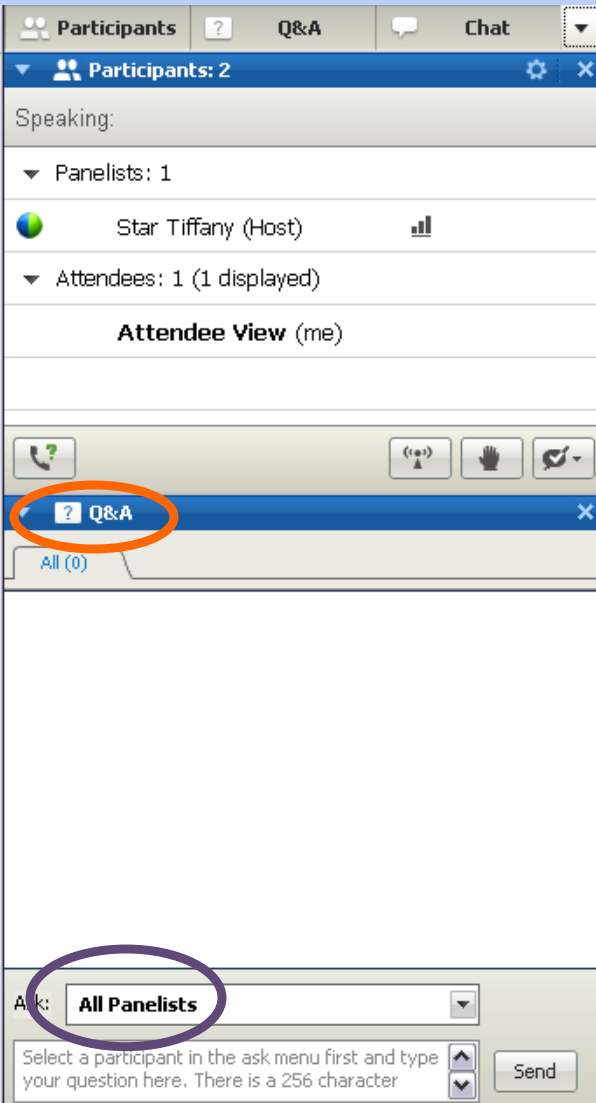
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Thank you to our presenters:



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